

To whom it may concern:

Jeff Reifman first worked for me at Microsoft from 1995-1997 during the creation of MSN News and MSNBC.com. We started as a ridiculously small team on an even more ridiculous timeline. He arrived in June of 1995 and quickly got the project well defined and on track. He led the development of our first dedicated news viewing Windows app along with the production tooling and delivery system behind it. The project grew quickly. We took this work and joined with NBC to create MSNBC.com. This transition to the web was built from scratch before any of the current tooling or frameworks existed, so it was all invented as we went.

He was a key technical leader on the team. During the two years of that work, he hired and led a team of over 45 production and technical staff. He was also the regular interface to all the professional journalists using the system in Seattle and New York. The deadlines were tight, and we operated in the 7x24 world of news production where things must work all the time.

His work was so extraordinary, that I promoted him twice within a year from individual contributor to Group Program Manager. That is something I have only done once in my long career as a manager.

He always worked with high energy and an enthusiasm that made the whole team better. He was always ready to ask how we could improve. More than that, he would work across a wide range of technical and non-technical team members to make that solution happen. We could not have delivered MSNBC.com without him.

I have continued to work with Jeff as a mentor and friend since those early days. I also invested in one of his startup projects – GiftSpot.com. I continue to see that same drive, energy, and desire to come up with a better way in every project he tackles. I would not hesitate to reach out to him with a project of any scale.

I would be delighted to tell you more about Jeff. Please feel free to get my contact information from him.

Sincerely,

Keith Rowe